



## Contract Holder

General Services Administration  
Federal Supply Service

## Authorized Federal Supply Schedule Price List

Contract number: GS-23F-0131R

Contract period: 3/8/2005 to 3/7/2020

### Contractor:

Adventium, LLC

320 E. 35th Street, Suite 5B

New York, NY 10016

Phone: 212-481-9576

Website: [www.adventium.net](http://www.adventium.net)

For more information, please contact Penny Chuang:

[penny@adventium.net](mailto:penny@adventium.net) / 212.481.9576

Business size: DBE, small, minority, woman-owned small business

## Advertising & Integrated Marketing Solutions (AIMS)

FSC Group: 541

541-1 Advertising Service

541-3 Web Based Marketing Services

541-4C Exhibit Design and Implementation Services

541-4F Commercial Art and Graphic Design Services

541-1000 Other Direct Costs

North American Industry Classification System Codes:

541430, 541810, 541613, 541850, 541511, 541860, 541890, 339950

General Services Administration  
Federal Supply Service  
Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address GSA Advantage! is: [GSAAdvantage.gov](http://GSAAdvantage.gov).

Advertising & Integrated Marketing Solutions (AIMS)

FSC Group: 541

FSC Classes:

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Contract number: GS-23F-0131R

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at [fss.gsa.gov](http://fss.gsa.gov).

Contract period: 3/8/2005 to 3/7/2020

Contractor's name, address, and phone number:

Adventium, LLC  
320 E. 35th Street, Suite 5B  
New York, NY 10016  
Phone: 212-481-9576  
Fax: 484-231-6179

Contractor's web site: [www.adventium.net](http://www.adventium.net)

Contract administration source:

Point of contact: Penny Chuang

Phone: 212-481-9576

Email: [penny@adventium.net](mailto:penny@adventium.net)

Business size: DBE, small, minority, woman-owned small business

## Customer Information:

1a. Table of awarded special item number(s) SIN:

541-1 Advertising Service

541-3 Web Based Marketing Services

541-4F Commercial Art and Graphic Design Services

541-4C Exhibit Design and Implementation Services

541-1000 Other Direct Costs

1b. Prices, shown in price list, are net, all discounts deducted, and valid for all areas including worldwide.

2. Maximum order: \$1,000,000.00

3. Minimum order: \$100.00

4. Geographic Coverage: Worldwide

5. Point of production: New York, New York

6. Discount from list prices: N/A

7. Quantity discount: Adventium agrees to offer a 3% discount for orders over \$100,000.00.

8. Prompt payment terms: N/A

9a. Adventium accepts Government purchase cards and/or commercial credit cards both above and below the micro purchase threshold.

10. Foreign items: N/A

11a. Term of Delivery: Governed by contract terms

11b. Expedited Delivery: Contact the contractor.

11c. Overnight and 2-day delivery: Contact the contractor.

11d. Urgent requirements: Contact the contractor.

12. F.O.B.: Destination

13a. Ordering address: 320 E. 35th Street, Suite 5B, New York, NY 10016

13b. Ordering procedures: For services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), and a sample BPA can be found at the GSA/FSS Schedule home page ([fss.gsa.gov/schedules](http://fss.gsa.gov/schedules)).

14. Payment address: 320 E. 35th Street, Suite 5B, New York, NY 10016

15. Warranty provision: N/A

16. Export packaging charges: N/A

17. Terms and conditions of Government purchase card acceptance: Adventium agrees to accept the government purchase card for orders over threshold above the micro-purchase level.

18. Terms and conditions of rental, maintenance, and repair: N/A

19. Terms and conditions of installation: N/A

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from price list: N/A

20a. Terms and conditions of any other services: N/A

21. List of service and distribution points: N/A

22. List of participating dealers: N/A

23. Preventative maintenance: N/A

24a. Special attributes such as environmental attributes: N/A

24b. Section 508 compliance: yes

25. Data Universal Number System (DUNS) number: 11-881-0592

26. Adventium is registered in Central Contractor Registration (CCR) database

**Overview:**

Adventium is an award winning strategy-driven integrated marketing and graphic design company founded in 1992. What sets us apart is our ability to consistently deliver effective solutions to complex problems that are always on target, on time, and within budget.

In today's constantly changing world, quick turnarounds are essential. We are flexible and extremely responsive. That's why government agencies and Fortune 500 companies rely on us for unmatched level of marketing expertise, innovative design, strategic thinking, customer service, and most importantly, work which produces results that exceed expectations.

Our clients have recognized our creative solutions, dedication to customer satisfaction, and attention to details by giving us 100% positive feedback in the Dun & Bradstreet Open Ratings Supplier Performance Review for quality, timeliness, and overall performance.

Get big agency thinking without the big agency price tag. We provide innovative creative solutions for: marketing outreach collateral, annual reports, brochures, exhibit display, logo design, advertising, web design, trade show exhibits, and much more.

We look forward to putting our experience to work for you. We can do whatever you need. We'll do it with creativity and enthusiasm. And we are ready to start.

**Description of services:**

- 541-1      Advertising Services: Our team has over 70 years of experience providing advertising services. We are a full-service company that provides creation and production of print , digital, and outdoor advertising, outreach communications, and direct mail. Our process begins with research, identification of the target market and their needs, determination of the advertising objective and strategy, and the most cost-effective media and timing to reach the target audience, development of the copy, design, production and delivery of the project.
- 541-3      Web Based Marketing Services: Adventium has developed strategies and designs to provide clients with the maximum use of their websites. We have developed, designed, and maintained web sites, as well as created and implemented e-mail marketing, and web banner advertising.
- 541-4C      Exhibit Design and Implementation Services: Adventium has created exhibits in various venues, for a variety of clients. We provide a wide range of services to support trade shows/exhibits and conference and events planning, including conceptualization, design, and production of trade show booths, exhibits, banner stands, accompanying materials, and event-marketing services. Our process includes project management and coordination, pre-conference planning, editorial and graphic design services, theme and visual identity development, as well as pre and post event communications.
- 541-4F      Commercial Art and Graphic Design: For over 20 years, we have created effective custom designs, graphics, layouts, annual reports, brochures, publication designs, posters, and outreach communications to raise awareness. Each element is uniquely created to connect and communicate with the target audience. Our process starts with the determination of the intended use, target audience, and style guide to determine the look and tone. We develop several design approaches, update or edit materials, and follow through with production-ready files.
- 541-1000      Other Direct Costs (ODCs): Other Direct Costs are expenses other than labor hours. All ODCs proposed will be directly related to a service being offered under this schedule and can only be purchased in conjunction with the Schedule service. Possible ODCs may include such items such as comps, retouching, color copies, etc.

**Clients:**



**Awards and Recognition:**

Summit International Awards  
American Graphic Design & Advertising Awards  
Hermes Creative Award — Platinum and Gold Winner  
Communication Arts Design Annual  
American Graphic Design Award  
MarCom Creative Award  
Creativity 33  
SIAA Advertising Award  
LiquidLibrary Annual Design Competition  
Global Corporate Identity 2  
The Communicator Award  
Golden Web Award  
Print Design Annual  
Winner, APA National Poster Contest  
Advertising of the Year  
Graphis Corporate Identity 2  
Gannett Outdoor Award  
Effie Award for campaign effectiveness  
United Way Star Communicator Award: for the most effective ad campaign  
First Place in Ad Club of St. Louis Competition  
SBCA Best of Business Award in Marketing  
Featured in Big Book of Brochures  
Featured in Big Book of Letterheads  
Featured in Big Book of Layout  
Featured in Trademarks USA  
Featured in Graphic Designs 1 - Bright Ideas in Graphic Design from Around the World

## 2015 GSA hourly price list for:

### Contract number: GS-23F-0131R

SIN 541-1	Advertising Service
SIN 541-3	Web Based Marketing Services
SIN 541-4C	Exhibit Design and Implementation Services
SIN 541-4F	Commercial Art and Graphic Design
SIN 541-1000	Other Direct Costs

Prices effective 3/8/2015 to 3/7/2016

<u>Skill/Task Category:</u>	<u>GSA Hourly Rate:</u>
Account Director	\$226.78
Account Executive	\$156.02
Project Manager	\$148.16
Research	\$156.02
Creative Director	\$226.78
Senior Art Director	\$148.16
Senior Copywriter	\$148.16
Art Director	\$108.86
Copywriter	\$108.86
Web Programmer	\$156.02
Proofreader	\$100.99
Graphic Designer	\$124.58
Production Artist	\$85.27
Production Manager	\$148.16
Media Director	\$156.02
Media Buyer	\$85.27

<u>Other Direct Costs:</u>	<u>Rates:</u>
Fax	\$1.00/page
Comps	\$50.00/hr
Scans	\$15.00/scan
Retouching	\$125.00/hr
Mail	at cost
B&W copies	15¢/copy
8.5 x 11 color copies	\$5.00/copy
11 x 17 color copies	\$10.00/copy
Burn CD	\$5.00/CD
ZIP disk	\$15/disk
Expedited delivery	\$50